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# **Employee Skin in the Game is Good for Business**

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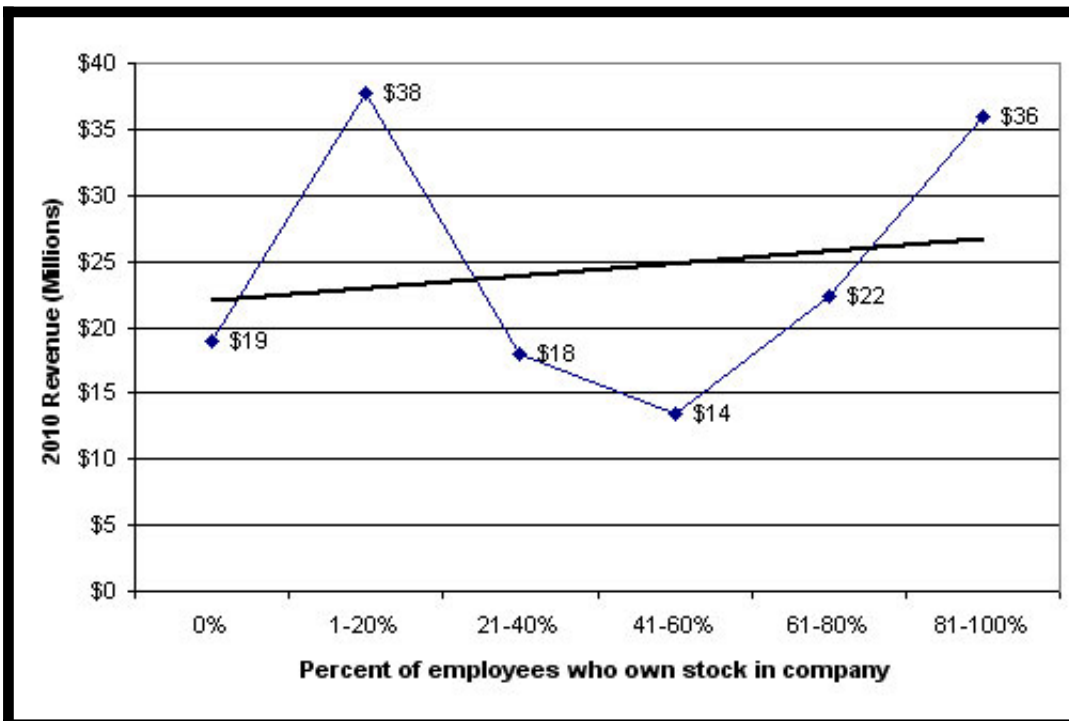


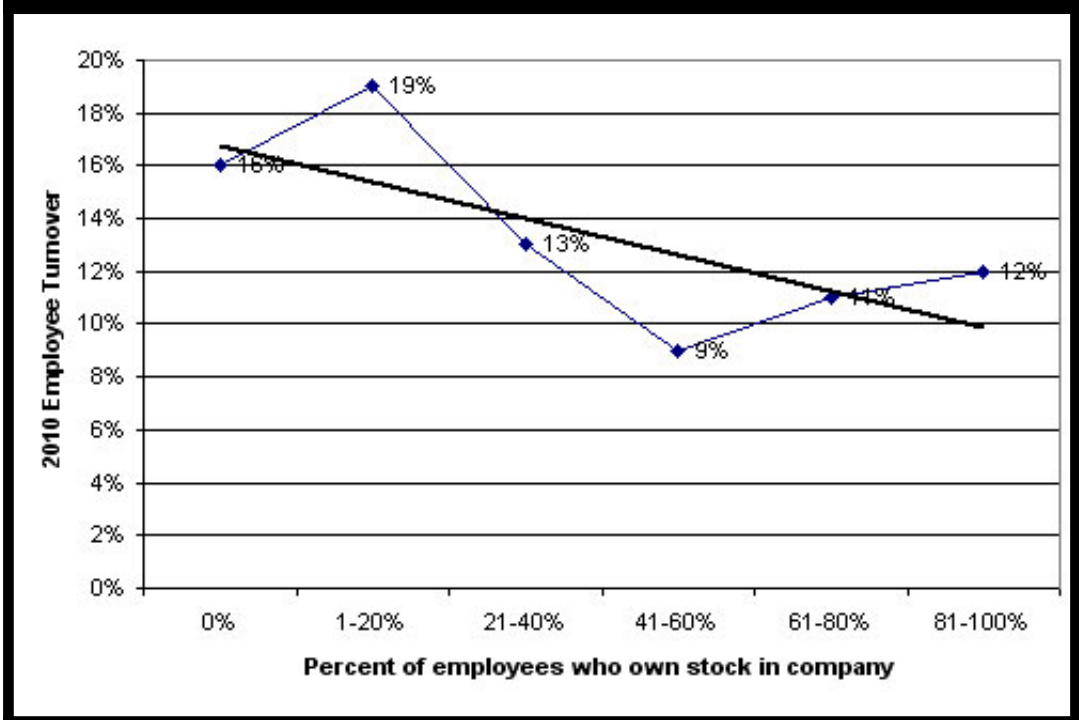
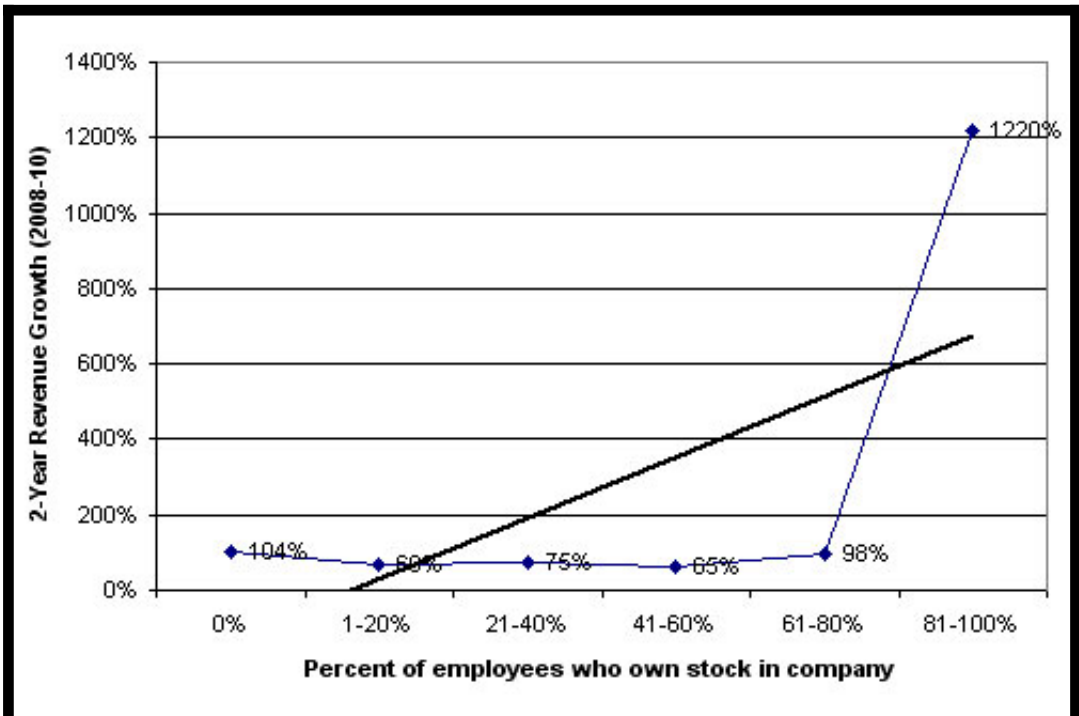
The historically high unemployment level gets discussed often in the media lately, but an under-the-radar trend is that voluntary employee turnover is currently at a three-year high, according to the Department of Labor. Clearly, even with continued rounds of layoffs at some of the best-known companies and a weak hiring outlook, greener pastures are luring away top talent.

Still, through our employee engagement research, Winning Workplaces sees a vehicle for both increased job satisfaction and commitment (helping to keep in check and even reduce voluntary turnover) *and* innovation, productivity, and service improvements to boost the bottom line: employee ownership.

One of the measurements we did as part of our 2010 Top Small Company Workplaces award application was to see what percent of employees, whether management or lower-level staff, own stock in the company. As you might expect, in a vast majority of the 342 private and not-for-profit organizations who applied this year – 252, or 74% – no employees own company stock. In the remaining 90 firms (26%), 1-100% of employees do.

But check out what I found, as illustrated in the charts below, in terms of how **annual revenue, 2-year revenue growth, and employee turnover are all impacted by how many employees own stock**. I added trendlines which show that as more employees are part of the workplace culture of ownership, these all-important metrics tend to be stronger.





Employee ownership may not be right for every organization. Yet, as our coverage of our 2011 workplace award winners shows, those that make it work set themselves up for long-term success. In some cases, in perhaps an ironic twist, those that come out way ahead of downturns like the one we're in now and need to create and fill more roles to meet demand use it as a selling point to attract top talent from their competitors.

### [Winning Workplaces](#)

You can also find this article published on [Employee Skin in the Game is Good for Business](#), and on the tag pages [Business](#), [Employee](#), [Game](#), [Good](#), [Skin](#).